

pg 37

Employment - PSA

:60

Descriptions

The Ad Council sponsors the "Biggest Challenge" campaign soliciting employer support for employees in the armed forces reserves. During the period of January 1 - March 31, 1991 this PSA ran daily at 7:57am, 8:57am, 1:55pm, 5:55pm, 6:48pm, 8:55pm, 9:48pm.

pg 38

Business - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

January 2, 10:19pm

January 13, 8:19pm

January 14, 10:19am

January 15, 8:20pm

January 17, 10:19am

January 18, 10:19am

January 19, 8:20pm

January 20, 10:20am

January 21, 8:20pm

In this segment, small business owner Exal McClure discusses the benefits of entrepreneurship in the St. Louis area. He also details some basic business start up information such as how to develop a business plan, where to get start up capital and encourages would be business owners to seek out additional information from the

pg 32

Economic Development - In Your Interest	Descriptions
Duration/Dates/Times	

Part 1 4:30	In this four part series, Ned
Part 2 4:30	Taddeucci, President of St.
Part 3 4:30	Louis Regional Commerce Growth
Part 4 4:30	Association discusses the
February 13, 3:19am, 4:19am	future of St. Louis in regards
5:19am, 6:19am	to changing employment, future
February 14, 11:19am, 12:19pm,	business expansion the Arena
1:19pm, 2:19pm	and Stadium projects, Light
February 16, 4:19am, 5:19am,	Rail project and the increase
6:19am, 7:19am	in tourism expected in St.
February 20, 2:19pm, 3:19pm,	Louis within the next 5-7
4:19pm, 5:19pm	years.

pg 40

Law (Consumerism) In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

Part 3 4:30

Part 4 4:30

February 28, 1:19pm, 2:19pm,
3:19pm, 4:19pm

March 1, 12:19pm, 1:19pm,
2:19pm, 3:19pm

March 2, 12:19pm, 1:19pm,
2:19pm, 3:19pm

March 3, 4:19pm, 5:19pm,
6:19pm, 7:19pm

March 5, 12:19pm, 1:19pm,
2:19pm, 3:19pm

March 7, 12:19pm, 1:19pm,
2:19pm, 3:19pm

March 8, 12:19pm, 1:19pm,
2:19pm, 3:19pm

In this four part series,
Attorney Richard Banks
discusses consumer aspects of
the law. He helps to give a
better understanding regarding
rights and responsibilities in
the areas of traffic
violations, DWI, differences
in misdemeanor vs felony
charges, plea bargain vs
trial, advantages vs
disadvantages of business
incorporator, business law,
and will vs probate.

pg 41

Consumerism : PSA

:30

Descriptions

This series of announcements sponsored by the U.S. consumer information center explains how various free information is available pertaining to free government services. During the period January 1 - March 31, 1991 this PSA ran daily at 8:55am, 11:48am, 3:55pm, 6:48pm, 8:55pm, 9:48pm, 11:55pm.

pg 42

Substance Use/Abuse - PSA

Descriptions

:30

The National Citizens Commission on Alcoholism sponsors this campaign on the hazards of drinking and driving. During the period, January 1 - March 31, 1991 this PSA ran daily at 7:57am, 9:48am, 1:55pm, 6:57pm, 7:55pm, 9:48pm, 11:57pm.

:30

Delta Sigma theta Sorority sponsors this campaign with Natalie Cole as spokesperson. She tells her personal story off how drugs almost destroyed her life, and strongly urges people to get help. During the period January 1 - March 31, 1991 this PSA ran daily at 2:57am, 4:57am, 5:55am, 10:57am, 12:57pm, 6:55pm, 7:57pm.

:30

The National Council on Alcoholism campaign urges parents to get help for their children on drugs. During the period January 1 - March 31, 1991 this PSA ran daily at 1:55am, 3:57am, 4:48am, 10:55am, 12:57pm, 5:55pm, 7:55pm.

pg 43

Women - PSA

:30

Descriptions

The United Way Campaign shows how women in crisis can receive different types of counseling through local agencies supported by United Way contributions. During the period January 1 - March 31, 1991 this PSA ran daily at 10:55am, 2:55pm, 4:48pm, 6:57pm, 9:55pm, 11:57pm.

pg 44

Safety - PSA

Descriptions

:20

The United States Forest Service campaign reminds public park users to extinguish camp fires totally to prevent forest fires. This PSA ran January 1 - March 31, 1991 at 10:57am, 12:55pm, 1:57pm, 3:48pm, 5:48pm, 6:55pm.

:30

The Department of Transportation use the "Crash Dummies" to demonstrate seat belt safety. This PSA ran January 1 - March 31, 1991 at 8:55am, 10:57am, 12:55pm, 1:57pm, 3:48pm, 5:48pm, 6:55pm.

:60

This campaign sponsored by the U.S. Coast Guard emphasizes boat safety on large and small craft. This PSA ran during January 1 - March 31, 1991 at 12:55am, 4:57am, 6:48am, 9:55am, 11:48am, 6:55pm, 8:57pm.

pg 45

Veterans Affairs - PSA

Descriptions

:60

Kevin Dobson is the national spokesman for the disabled American Veterans Association. This series of announcements salutes veterans of all American Wars. During the period January 1 - March 31, 1991 this PSA ran daily at 4:53am, 5:57am, 11:57am, 12:57pm, 7:55pm, 9:57pm, 10:57pm.

pg 46

Volunteerism - PSA

Descriptions

:60

The United Way campaign demonstrates how five minutes of time volunteered can produce positive community results by helping at homeless shelters, crisis centers, hot lines, soup kitchens etc. During the period January 1 - March 31, 1991 this PSA ran daily at 3:57am, 6:55am, 7:48am, 1:57pm, 5:55pm, 9:57pm, 11:48pm.

:30

The American Red Cross sponsors this campaign with the help of different rock stars urging everyone to volunteer time to help those less fortunate. During the period January 1 - March 31, 1991 this PSA ran daily at 7:57am, 9:48am, 11:55am, 2:57pm, 4:57pm, 8:48pm, 10:48pm.

pg 47

Finance - PSA

:60

Descriptions

The U.S. Savings Bonds campaign features ordinary citizens that have invested in bonds as part of their savings strategy. During the period of January 1 - March 31, 1991 this PSA ran daily at 12:57pm, 2:55pm, 4:55pm, 5:57pm, 8:48pm, 10:55pm.

ISSUES - PROGRAM QUARTERLY REPORT
WHSL - TV 46
EAST ST. LOUIS, ILLINOIS
JULY 01, 1991

The issues of concern significantly treated during the period April 1, 1991 through June 30, 1991 were:

- | | |
|-------------------------|----------------------|
| 1. Health | 11. Environment |
| 2. Economic Development | 12. Substance Abuse |
| 3. Family | 13. Seniors |
| 4. Youth Concerns | 14. Finance |
| 5. Government | 15. Consumerism |
| 6. Handicapped | 16. Safety |
| 7. Education | 17. Veterans Affairs |
| 8. Women | 18. Quality of Life |
| 9. Recreation | |
| 10. Tourism | |

"In Your Interest" is the umbrella title given to the daily news and public affairs programming designed to identify, explore and provide solution and/or alternatives to significant issues of concern in the WHSL-TV 46 viewing area via interviews with lay and expert guests.

pg 2

Health - In Your Interest

Duration/Dates/Times

Part 1 4:30

Part 2 4:30

Part 3 4:30

Part 4 4:30

April 29, 1991, 12:17pm, 1:17pm,
2:17pm, 3:17pm

April 30, 1991, 4:17pm, 5:17pm,
6:17pm, 7:17pm

May 1, 1991, 12:17am, 1:17am,
2:17am, 3:17am

May 4, 1991, 3:17pm, 4:17pm,
5:17pm, 6:17pm

May 20, 1991, 12:17am, 1:17am,
2:17am, 3:17am

May 26, 1991, 12:17am, 1:17am,
2:17am, 3:17am

Descriptions

In this four part series,
Jeanne Leathe, home economist
with the Rice Council shares
meal preparation tips and
recipes and also explains how
rice can be a part of a
nutritious low calorie diet.

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
April 30, 1991, 11:17am,
12:17pm, 1:17pm
May 1, 1991, 5:17pm,
6:17pm, 7:17pm
May 2, 1991, 12:17am,
1:17am, 2:17am
May 3, 1991, 3:17pm,
4:17pm, 5:17pm
May 6, 1991, 12:17am,
1:17am, 2:17am
May 11, 1991, 9:17pm,
10:17pm, 11:17pm
May 12, 1991, 5:17pm,
6:17pm, 8:17pm
May 20, 1991, 11:17am,
12:17pm, 1:17pm

In this three part series, Ann Bronsing, Executive Director of the National Council of Youth Leadership was the featured guest. Ms. Bronsing talked about why the council was created, it's funding and the programs as well as the value of their programs to young people in St. Louis city and county. The council is made up of committees that create programs and make them happen with student and adult volunteers. The programs help students with education development, personal problems, and job careers. Ms. Bronsing is hoping to expand the council in order to help more young people in that stage of life.

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
May 1, 1991, 12:17pm,
1:17pm, 2:17pm, 3:17pm
May 4, 1991, 10:17pm,
11:17pm
May 7, 1991, 2:17pm,
3:17pm, 4:17pm, 5:17pm
May 11, 1991, 12:17pm,
1:17pm, 2:17pm, 3:17pm
May 12, 1991, 12:17am,
1:17pm
May 14, 1991, 4:17am,
5:17am, 6:17am, 7:17am

In this four part series, Dr. Peter Corr, a professor at Washington University Pharmacology School was the featured guest. The discussion focused on the social behavior leading to abuse on the human heart. Cigarette smoking, hypertension, some substance abuse, some dieting habits, were major concerns of Dr. Corr. Dr. Corr offered suggestions on changing these bad habits, including quitting smoking, drug use, and over eating foods with high cholesterol content. Cocaine abuse was the substance reference by Dr. Corr. He stated that friends and relatives must help with these problems of people.

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
April 29, 1991, 7:17am,
8:17am, 9:17am
May 2, 1991, 3:17am,
4:17am, 5:17am
May 3, 1991, 9:17pm,
10:17pm, 11:17pm
May 6, 1991, 3:17am,
4:17am, 5:17am
May 8, 1991, 7:17am,
8:17am, 9:17am
May 10, 1991, 12:17am,
1:17am, 2:17am
May 17, 1991, 9:17pm,
10:17pm, 11:17pm
May 20, 1991, 8:17am,
9:17am, 10:17am

In this three part series, Connie Dieckman, a registered dietician, President of St. Louis American Heart Association, was the featured guest. Ms. Dieckman, discussed how dietary and social habits such as alcohol consumption if not controlled will lead to very serious side affects on the heart. She offered suggestions about consistent diet choices, control of alcohol and tobacco use and exercising methods to positively impact your body and heart. Ms. Dieckman also talked about AMMA's history and future expansion plans.

Part 1 4:30
Part 2 4:30
May 31, 1991, 10:17pm,
11:17pm
June 2, 1991, 6:17pm,
7:17pm
June 5, 1991, 4:17pm,
5:17pm
June 8, 1991, 7:17pm, 8:17pm
June 10, 1991, 9:17pm, 10:17pm
June 11, 1991, 6:17pm, 7:17pm
June 14, 1991, 5:17pm, 6:17pm
June 15, 1991, 10:17pm, 11:17pm

In this two part series, Kenneth Myles, Shriner Circus chairman talks about this years circus and how it benefits the children of the Shriners Hospitals to receive surgery, therapy, and prosthetics at no cost to the recipient families.

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
May 7, 1991, 6:17am, 7:17am
May 9, 1991, 4:17pm, 5:17pm
May 10, 1991, 10:17pm,
11:17pm
May 11, 1991, 8:17am,
9:17am
May 13, 1991, 6:17pm,
7:17pm
May 14, 1991, 10:17pm,
11:17pm
May 16, 1991, 3:17pm,
4:17pm
May 17, 1991, 2:17am, 3:17am
May 18, 1991, 10:17pm, 11:17pm
May 25, 1991, 12:17am, 1:17am

In this two part series, Roger Sturdevant, one of the original founders of Lupus Foundation of America's St. Louis Chapter was the guest. The program discussion covered the definition of Lupus, causes, symptoms, treatment. Whether or not lupus is hereditary or contagious was also discussed. Mr. Sturdevant gave information about Lupus Foundation programs in the St. Louis area as well.

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 16, 1991, 3:17pm,
4:17pm, 5:17pm
June 17, 1991, 12:17am,
1:17am, 2:17am
June 20, 1991, 2:17am,
3:17am, 4:17am
June 23, 1991, 2:17pm,
3:17pm, 4:17pm
June 25, 1991, 9:17pm,
10:17pm, 11:17pm
June 28, 1991, 12:17am, 1:17am, 2:17am

In this three part series, Dr. Wendy Brown, M.D. President of Combined Health Appeal of Greater St. Louis was the featured guest. This organization is a federation composed of many health agencies throughout the St. Louis community. The program's discussion explored the Combined Health Appeals history, its management, funding and how it distributes health services in the St. Louis area.

Health - In Your Interest
Duration/Dates/Times

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
June 15, 1991, 8:17pm,
9:17pm, 10:17pm, 11:17pm
June 22, 1991, 8:17pm,
9:17pm, 10:17pm, 11:17pm
June 26, 1991, 10:17am,
11:17am, 12:17pm, 1:17pm

Part 1 4:30
Part 2 4:30
June 16, 1991, 10:17pm,
11:17pm
June 18, 1991, 2:17am,
3:17am
June 20, 1991, 9:17am,
10:17am
June 23, 1991, 5:17am,
6:17am
June 26, 1991, 2:17am,
3:17am
June 29, 1991, 10:17pm,
11:17pm

Descriptions

In this four part series, Barry Drucker, Program Manager for the General Sanitation Branch of the St. Louis County Department of Community Health was the featured guest. Mr. Drucker discussed inspection procedures and concerns his department is responsible for. These area include restaurant inspection, dairy control, housing inspection, swimming pools, animal control and water treatment plants and residential sewage systems.

In this two part series, Dr. Marklin, M.D. of Pulmonary was the guest. Dr. Marklin provided information on the disease of emphysema. Dr. Marklin, talked about who gets it the cause, and the sysptom. He also discussed treatments, prevention possibilities. Dr. Marklin recommended that friends and family must help victims of this disease to improve their living conditions. He also explored a concern about patients waiting too long to visit their doctors.

pg 6a

Public service announcements are short duration announcements provided by local, state, and national, not-for-profit organizations which address a variety of subjects.

Health - PSA

Descriptions

:30

American Cancer Society

This group of announcements explains the dangers of getting cancer associated with passive smoke. During the period of April 1 - June 30, 1991, this PSA ran daily at 4:53am, 6:53am, 11:54am, 2:56pm, 5:57pm, 9:55pm, 10:57pm.

:30

Arthritis Foundation

This series of announcement with Harry Morgan as national spokesman, gives simple self-help techniques that enable the arthritis sufferer to enjoy life with less pain. This PSA ran April 1 - June 30, 1991, at 3:33am, 4:53am, 10:55am, 7:56ppm, 8:55pm, 9:55pm, 11:57pm.

:30

Church of Jesus Christ of Latter Day Saints (Mormons)

The "teen depression" campaign showed various lifestyle stages that cause stress in teens. It gives warning signs of depression to parents. During the period April 1 - June 30, 1991 this PSA ran daily at 1:57am, 5:56am, 6:57am, 11:57am, 12:55pm, 2:56pm, 3:57pm.

pg 6b

Health - PSA

:30

Descriptions

Childhood Asthma

The Will Rogers Institute campaign
helps parents of children with

pg 7

pg 8

Economic Development - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

May 9, 1991, 10:17am
May 10, 1991, 8:17pm
May 11, 1991, 10:17am
May 12, 1991, 8:17pm
May 13, 1991, 10:17am
May 14, 1991, 8:17pm
May 15, 1991, 10:17am
May 16, 1991, 10:17am
May 17, 1991, 8:17pm
May 18, 1991, 10:17am

In this continuing series of Missouri Lottery Real Winners, this segment profile Jerome Swift owner of Swift Incentives. Mr. Swift tells how a hobby of his from college turned into a full time business. He also explains the necessity of having a solid business plan prior to try to solicit money for a business start up.

Part 1 4:30

Part 2 4:30

April 21, 1991, 6:17pm, 7:17pm
April 23, 1991, 3:17pm, 4:17pm
April 25, 1991, 4:17pm, 5:17pm
April 26, 1991, 6:17pm, 7:17pm
April 27, 1991, 12:17pm, 1:17pm
April 29, 1991, 6:17pm, 7:17pm
May 1, 1991, 8:17am, 9:17am
May 2, 1991, 10:17pm, 11:17pm
May 4, 1991, 11:17am, 12:17pm
May 5, 1991, 5:17am, 6:17am
May 9, 1991, 6:17pm, 7:17pm
May 10, 1991, 2:17pm, 3:17pm

In this two part series, Judhi Chopping, Executive Director of Gateway Center was the featured guest. Ms. Chopping illustrated the individuals and organizations who made the idea of the center a reality. She described the concept, planing, and funding process. Gateway center is a convention center which attracts convention fairs and other meetings. It is located near nice hotels and restaurant in Collinsville, Ill. This center is part of the new economic development in the Illinois county of St. Clair.

Economic Development - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
May 1, 1991, 4:17am, 5:17am
6:17am, 7:17am
May 2, 1991, 3:17pm, 4:17pm,
5:17pm, 6:17pm
May 3, 1991, 2:17am, 3:17am,
4:17am, 5:17am
May 5, 1991, 12:17pm,
1:17pm, 2:17pm, 3:17pm
May 8, 1991, 3:17am, 4:17am,
5:17am, 6:17am
May 15, 1991, 6:17am,
7:17am, 8:17am, 9:17am
May 18, 1991, 11:17am,
12:17pm, 1:17pm, 2:17pm

In this four part series, Earl Trautman, Chairman of S.C.O.R.E. St. Louis Chapter and Jim Gravitt, Business Development counselor for the S.B.A., were the featured guests. Mr. Trautman discussed the purpose and growth of the service corps of retired executives in the St. Louis area. This organization assists entrepreneur's in starting their own businesses. SCORE assist enterpreanure's from concept through funding and the first day of operations. The corps of retired executives remains available as long as an entrepreneur requests assistance. Mr. Gravitt shared information on how the SBA assist businesses with loans and guidance when starting a new business.

Part 1 4:30
Part 2 4:30
Part 3 4:30
May 19, 1991, 10:17am,
11:17am, 12:17pm
May 20, 1991, 6:17pm,
7:17pm, 8:17pm
May 21, 1991, 8:17am,
9:17am, 10:17am
May 26, 1991, 10:17am,
11:17am, 12:17pm
May 28, 1991, 10:17am,
11:17am, 12:17pm
May 29, 1991, 10:17am,
11:17am, 12:17pm
May 31, 1991, 9:17am,
10:17am, 11:17am
June 2, 1991, 10:17am,
11:17am, 12:17pm
June 5, 1991, 10:17am,
11:17am, 12:17pm

In this three part series, Joe Palmer, Publisher of Proud Magazine was the featured guest. Mr. Palmer talked about his career development, his publishing activity and his role with the National Association of Black Journalist. He also talked about the minority journalism workshop, recruiting of students to participate, funding, and the prospects of minorities entering into journalism in the future. Mr. Palmer was selected as a "Real Winner" by the Missouri Lottery for his achievements in the community.

Family - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

May 19, 1991, 10:17am
May 20, 1991, 6:17pm
May 21, 1991, 8:17am
May 24, 1991, 10:17am
May 26, 1991, 9:17am

In this one part segment Walee and Nailah Hameed, Malcolm X Arts and Crafts Festival organizers, discuss the positive family lessons taught at this yearly event. This years festival will include workshops on patenting, storytelling, preventative health maintenance as well as arts and crafts.

Part 1 4:30

May 19, 1991, 11:17am
May 20, 1991, 7:17pm
May 21, 1991, 9:17am
May 24, 1991, 11:17am
May 25, 1991, 9:17am

In this one part segment, Zaki Reed Governor of the Africa American Peoples Party, discusses the new emergence of historical teaching in the black community regarding Malcolm X. He discusses the importance of knowing and understanding all facts of black history in order to restore the black family and teach our youth to have pride and self esteem.

Part 1 4:30

Part 2 4:30

May 19, 1991, 6:17pm, 7:17pm
May 22, 1991, 2:17pm, 3:17pm
May 24, 1991, 4:17pm, 5:17pm
May 27, 1991, 2:17pm, 3:17pm
May 29, 1991, 4:17pm, 5:17pm
June 1, 1991, 11:17am, 12:17pm
June 3, 1991, 4:17pm, 5:17pm
June 6, 1991, 1:17pm, 2:17pm

In this two part series, JoAnne Travis, Executive Director of Cancer Family Care discusses how cancer effects not only the patient but the faamily members as well. She goes on to discuss the various types of counseling available, how family relationships change because of the cancer and how communication is important throughout the entire process from diagnosis to remission or the death of a loved one.

pg 11

Family - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
June 24, 1991, 5:17pm,
6:17pm
June 26, 1991, 2:17pm,
3:17pm
June 27, 1991, 10:17pm,
11:17pm
June 29, 1991, 3:17am,
4:17pm

In this two part series, Betty Keithley and Debbie Tochtrop member of Mothers of Twins Club discuss the differences and similarities of raising twins. They discuss the financial concerns, time management, stay at home moms vs working mothers, dads playing a more helpful role and parenting multiple vs single birthed children.

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 10, 1991, 1:17pm
2:17pm, 3:17pm
June 12, 1991, 9:17pm,
10:17pm, 11:17pm
June 15, 1991, 2:17pm,
3:17pm, 4:17pm
June 18, 1991, 8:17am,
9:17am, 10:17am
June 20, 1991, 2:17pm,
3:17pm, 4:17pm
June 21, 1991, 12:17am,
1:17am, 2:17am
June 22, 1991, 3:17am,
4:17am, 5:17am
June 27, 1991, 12:17pm,
1:17pm, 2:17pm

In this three part series, Georgia Kaminski and Vickie Thompson of the Foster Care Coalition of Greater St. Louis discuss the dramatic increase in children needing placement in foster care homes. They also talk about the decrease in available foster care families, who can be a foster parent, state licensing requirements, training and the ultimate goal of reuniting the children with their birth families.

pg 11a

Family - PSA

Descriptions

:30

The National Court Appointed Special Advocates sponsored this series of announcements seeking equitable court treatment of abused and neglected children in custody cases. During the period of April 1 - June 30, 1991 this PSA ran daily at 7:57am, 8:57am, 1:55pm, 6:57pm, 7:55pm, 9:48pm, 10:48pm.